



Tennessee Educational Leadership Conference (LEAD)

Leading a Culture of Learning

**October 8-10, 2007
Nashville Convention Center**

Exhibitor Prospectus

The Nashville Convention Center in downtown Nashville will be the site of the 6th Annual LEAD. This conference and tradeshow are sponsored each year by the Tennessee Department of Education, Office of Professional Development.

If you sell to the education market in Tennessee, you should be in Nashville for LEAD. An estimated 1,200 system-level and building-level administrators are expected at this year's conference, and the tradeshow will be actively marketed to:

- ◆ K-12 (Public & Private) and Higher Education Administrators
- ◆ Technology Coordinators
- ◆ Teachers
- ◆ Instructional Coaches
- ◆ Curriculum Specialists
- ◆ Professional Development Trainers / Supervisors

Conference brochures will be sent to public and private schools, as well as to past attendees.

Who Should Exhibit

Attendees will be looking for: instructional and curriculum materials; assessment materials; parental involvement materials; classroom furniture; educational software and hardware; computer services; distance learning; cable television; and other products or services of benefit to the education community.

Booth Fees

The cost of a 10' x 10' booth package is **\$500** per in-line booth and **\$550** per corner booth. Booth fees include one complimentary full conference registration, plus an additional six staff badges for your booth personnel. Additional booth personnel wishing to attend the conference must register and pay the regular conference fee.

A minimum deposit of \$400 per booth is required with the return of your Application & Contract. After September 15th, contracts must be accompanied by payment in full. We regret that we cannot accept credit card payments. Checks should be made to: **State of Tennessee**.

How to Apply

You may reserve a booth by faxing the completed Exhibitor Application & Agreement to (615) 532-8312. This form is located online at <http://www.state.tn.us/education/lead/>. Then mail your completed Application with deposit or payment in full to:

**Timothy Winkler
LEAD Exhibit Coordinator
TN Department of Education
Andrew Johnson Tower, 5th Floor
710 James Robertson Parkway
Nashville, TN 37243-0376**

Make your reservations now – the LEAD 2007 exhibit hall will fill up rapidly!

Booth Furnishings

Each 10' x 10' booth space will include:

- ◆ One eight foot (8') skirted table and two chairs.
- ◆ 8' back drapes and 3' high side-rail drapes in show colors.
- ◆ One waste basket.
- ◆ One 7" x 44" booth ID sign.

Electrical outlets and telephone/Internet connections are not included in the booth package, but may be ordered directly from the Nashville Convention Center.

Additional Benefits

Exhibitors will also receive:

- ◆ Dedicated exhibit time on both show days.
- ◆ Full registration for one company representative per booth (with complete set of conference materials)
- ◆ Six complimentary badges for booth staff.
- ◆ Security during move-in/out and during show hours.

**** Please note that not-for-profit rates are available to qualifying vendors. For details please contact Timothy Winkler, Exhibit Coordinator, by phone at (615) 532-2491 or by email Timothy.D.Winkler@state.tn.us.**

Driving/Parking Information

You will be sent a detailed map before the conference, together with your booth confirmation, so that you can locate the Nashville Convention Center and area hotels without any problem. This updated information will also advise you about the availability of parking lots in the immediate vicinity of the convention center and downtown area hotels.

Hotels

The conference headquarters hotel will be the Renaissance Nashville Hotel, physically connected to the Nashville Convention Center. Conference room rates at the Renaissance are: **\$152 single/double** or **\$162 triple/quad**. Rooms may be reserved by calling the hotel directly at **(800) 327-6618** or **(615) 255-8400**. Please be sure to identify yourself as a LEAD conference participant when making reservations.

The special LEAD room rates are available until September 7 or until the conference block of rooms is sold out. The address of the Renaissance is: 611 Commerce Street, Nashville, TN 37203-3725. Rooms will also be blocked at several additional surrounding hotels and reservation information on all hotels will be sent to you with your booth confirmation.

TENTATIVE EXHIBIT HALL SCHEDULE

(please note that this schedule is subject to change)

- ◆ **Exhibitor Check-In:** **Sunday, October 7th**
1:00 p.m. – 6:00 p.m.

Monday, October 8th
7:30 a.m. – 11:30 a.m.
- ◆ **Exhibit Hall Hours:** **Monday, October 8th**
(& CyberCafé) 10:30 a.m. – 4:15 p.m.

Lunch in Exhibit Hall
11:30 a.m. – 12:30 p.m.

Tuesday, October 9th
7:30 a.m. – 4:00 p.m.
(Except 8:45 – 10:00 a.m.)

Lunch in Exhibit Hall
11:15 a.m. – 12:30 p.m.
- ◆ **Exhibitor Move-Out:** **Tuesday, October 9th**
4:00 p.m. – 8:00 p.m.

Sponsorships

Sponsoring a conference event for attendees is a great way to get additional exposure for your company. Act early so you can sponsor the event or item of your choice. See the page on “Sponsorship Opportunities” in this Prospectus and increase your company’s name recognition while supporting this annual conference for Tennessee educators. Help make LEAD 2007 a special one for the attendees. Consider sponsorship of a reception; continental breakfasts in the CyberCafé; refreshment breaks during the conference; computer give-aways and more.

Sponsors will be recognized in the official conference program and on conference signs. If you are interested in sponsor opportunities, please return the “Sponsorship Opportunities” flyer or contact Sandy Robert at Sandy.Robert@state.tn.us for more information.

Exhibit Service Kit

Complete information on ordering electrical and telephone service, internet connectivity, computer rentals, shipping instructions, etc. will be available in September. If you have any questions that have not been addressed, please contact Timothy Winkler, Tennessee Department of Education, at (615) 532-2491 or at Timothy.D.Winkler@state.tn.us.

Rules & Regulations

Please refer to the second page of the Application and Agreement for Exhibit Space for the rules and regulations that govern the LEAD trade show.

Early Tear-Down / Move-Out

Early tear-down & move-out by exhibitors disrupts the integrity of the Exhibit Hall and detracts from neighboring booths. It also poses a dangerous situation for attendees who are in the Hall. Please make your travel arrangements accordingly.

Presentation Opportunities

The Application to Present will be available online soon. Only registered exhibitors may apply to sponsor vendor presentations. Please check our website for updates at <http://www.state.tn.us/education/lead/>

Make Your Reservation Now

- ✓ Complete the enclosed Application for Exhibit Space – Fax Application to reserve your booth.
- ✓ Mail your deposit (\$400 per booth) – or payment in full (balance due by September 15th, 2007).
- ✓ Send your signed Application and deposit to Timothy Winkler (address shown on application).
- ✓ Look for your booth confirmation in the mail.

SPONSORSHIP OPPORTUNITIES

LEAD 2007 – October 8-10

LEAD offers a number of opportunities for your company to gain exposure to the Tennessee education market. Act early so you can sponsor the event of your choice – or suggest something to us that you are interested in sponsoring! Sponsorships make it possible to offer enhanced and more enjoyable conference experience for the attendees, and your support of LEAD is much appreciated.

Attendee Gifts:

- ☐ Folios for attendees - \$5,000
- ☐ Badge holders for attendee name badges - \$2,000

Social Events:

- ☐ Refreshment breaks - \$2,500
- ☐ Co-Sponsorship of Corporate Social Event - \$2,500
- ☐ Ice Cream Social - \$2,000 to \$2,500

Other Opportunities:

- ☐ Hospitality Rooms (arrange with conference hotels)
- ☐ Door prizes at booths or in sponsored sessions
- ☐ Cyber Café
- ☐ Breakfast
- ☐ Lunch (full or partial)
- ☐ Refreshments

Be creative – offer your own ideas for sponsorship or donation items.

Company:

Contact Name:

Phone / Email:

To confirm your sponsorship, complete and return this form with your application to:

**Sandy Robert
LEAD Conference Coordinator
TN Department of Education
Andrew Johnson Tower, 5th Floor
710 James Robertson Parkway
Nashville, TN 37243-0379**

Email: Sandy.Robert@state.tn.us